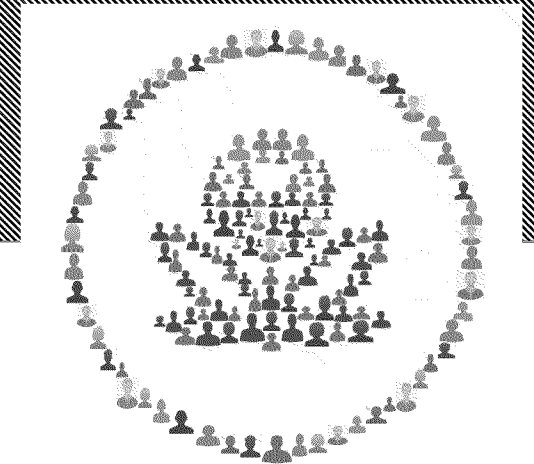


EPA Internal Communications Roadshow

Connecting EPA employees to compelling work, to one another and to the agency's mission



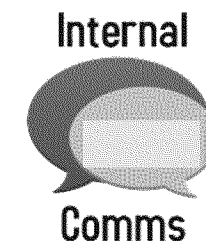
Office of Internal Communications Portfolio

Strengthen
Employee
Collaboration
and Knowledge
Sharing

Strengthen
Employee
Recognition and
Sharing of Best
Practices

Give Employees
a Meaningful
Voice

Develop
Strategic
Internal Comms
Program and
Manage
Corporate
Internal
Communications
Activities (incl
advisory role)



Are our messages getting through?

560+

Number of mass mailers sent to all
EPA employees 2010-Present

OIC analysis

42%

EPA employees satisfied with
information they get about what's
going on in the organization

2014 EVS results

Are our messages getting through?

8.25 seconds	Average attention span in 2015
12 seconds	Average attention span in 2000
9 seconds	Average attention span of a gold fish
2.7 minutes	Average length watched of a single internet video



Are our messages getting through?

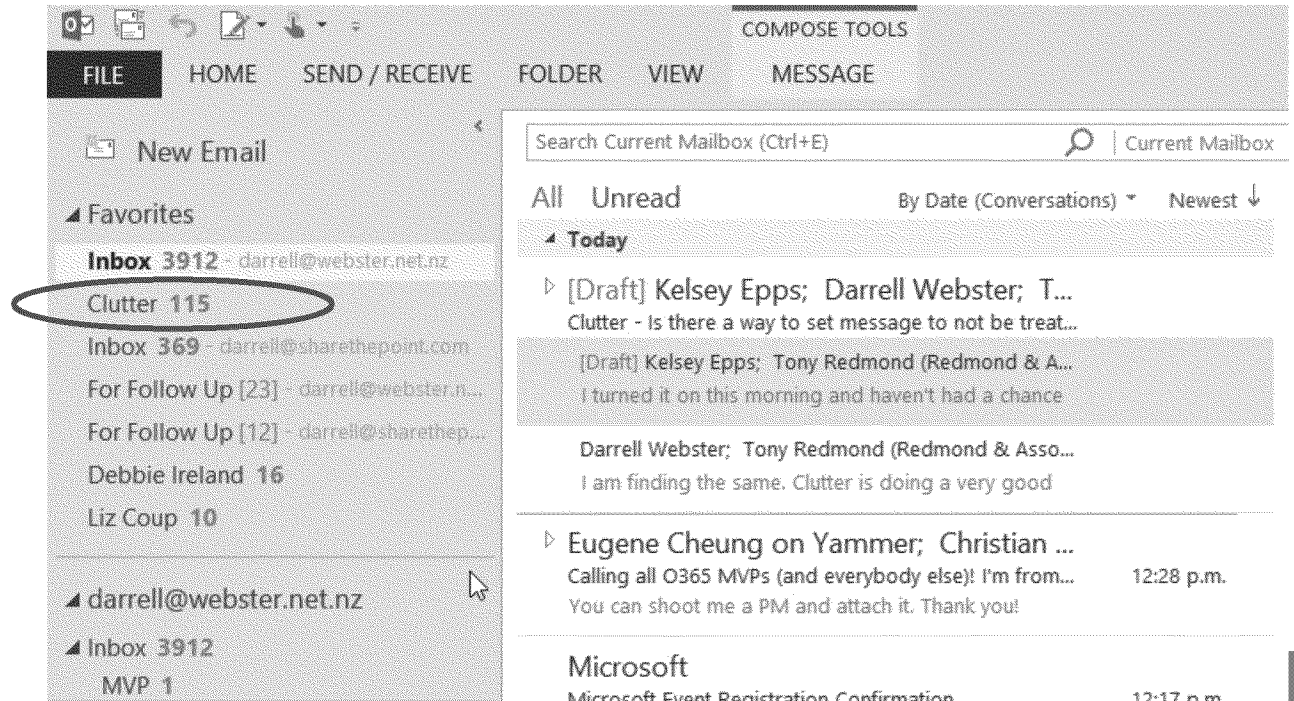
30

Average number of times per hour an office worker checks their email inbox



121

Average number of emails per day



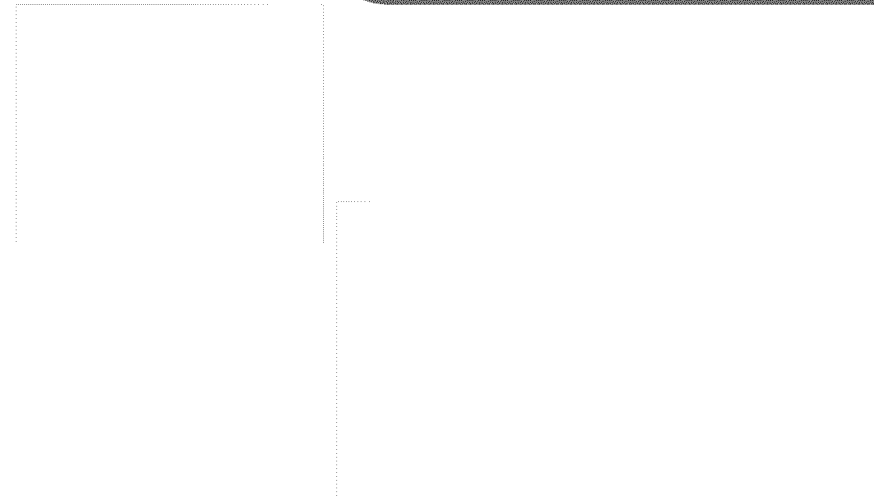
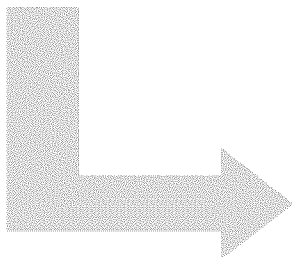
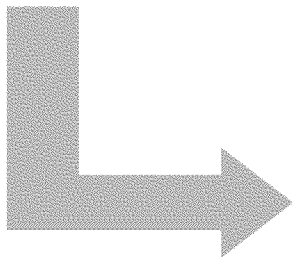
Employees want to hear about EPA from EPA



- * We want to proudly speak of our agency's achievements.
- * We want to see how our work fits into the broader picture
- * We want to hear about the accomplishments of our fellow colleagues
- * We want to hear the good news and the bad

Why is this important?

**Effective internal communications is
important driver for employee engagement
and organizational performance**



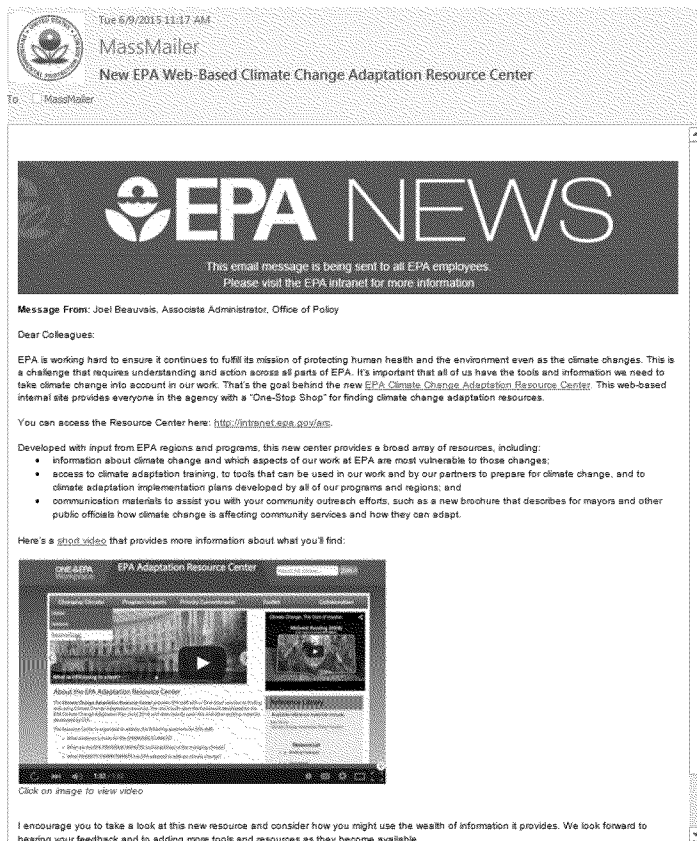
EPA Internal Comms Transformation

More of

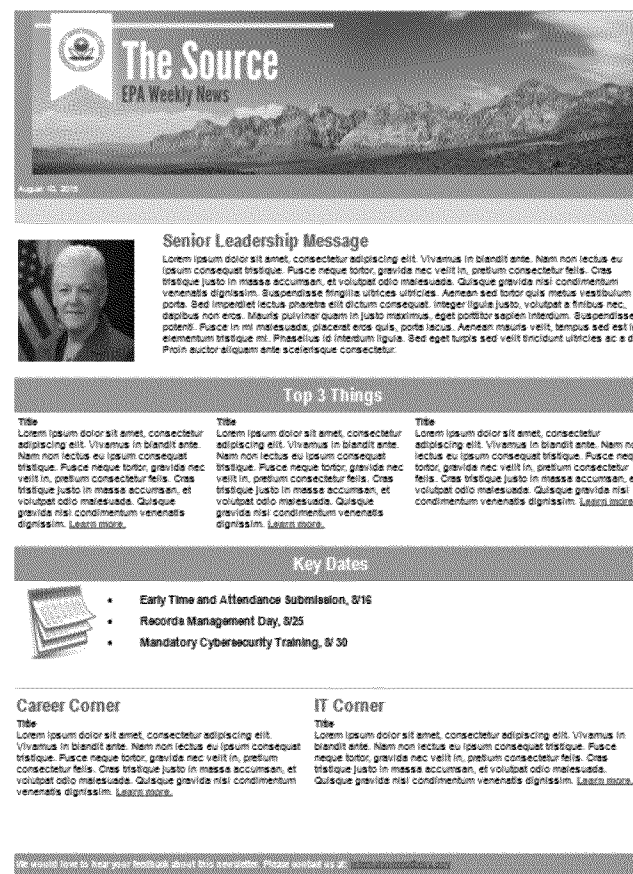
Less of

- Strategic and coordinated **communications planning**
- Articulating objectives and outcomes during planning
- Developing accurate, timely, concise, creative, compelling content and opportunities for engagement
- **Tracking results and metrics**
- Internal communications as an after-thought
- Use the same tool/ channel for all types of communications
- Assuming employees are a captive audience
- Treating communication as a transaction (Send it out and hope for the best)

How we can help you: visibility, awareness, engagement, alignment



Mass Mailers



Weekly EPA Newsletter



New One EPA Workplace homepage

- ☐ Banner
- ☐ Agency calendar
- ☐ News
- ☐ Blogs
- ☐ Employee Profiles

* Guidelines provided for each of these tools

Help us help you:

1

Identify important messages for an agency-wide audience

- What important initiatives/ announcements/ releases?
 - New priorities/ strategies?
- What are some key changes that are coming up?
 - New policy?
- Major successes? Opportunity to recognize your teams
- What resources are available for employees to use?
 - What upcoming events have an agency-wide relevance/ interest?

2

Commit to internal communications planning

- Bring your office's Communications Director/ Public Affairs Director/ Lead for Internal Communications in early
- Focus on the outcomes you are trying to achieve.
- What do you want employees to know? feel? do?
 - What's in it for them? Why should they care?

3

Bring us in early

- We'll add your announcement to our comms calendar
 - We can also flag any timing conflicts with other messages or events
 - We can serve as advisors:
 - help with communications planning
- We can help you identify the most appropriate communications channels/ approaches for your message

Discussion/ Next Steps

What are your office's most important initiatives/ announcements/ events/ activities?

- * Upcoming major announcements/ releases
- * Events
- * Key priority that you would like to encourage employees to buy into/ align to?

Next Steps:

- * Share your proposed communications (for the rest of 2015) with your office's Communications Director/ Public Affairs Director by **August 31**.
- * Read more at <http://intranet.epa.gov/internalcomms>
 - * Mass Mailer guidelines
 - * Newsletter guidelines
 - * One EPA Workplace home page guidelines

Thank You!

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202-564-2179

To share your internal communications plans and content, please contact us at:

internalcomms@epa.gov